

Kiwanis®

International

KIWANIS readers are successful, influential community leaders. Business leaders. Opinion leaders. Having attained a significant level of success in their personal and professional lives, Kiwanis readers chose to join a Kiwanis club as a way to “give back” to society and their communities by serving the children of the world.

They have the time, finances, character, and desire to make a difference through community involvement and service.

Their dedication to and involvement in **Kiwanis** differentiates them as true leaders in their community.

And, they can be efficiently and effectively reached six times each year in **KIWANIS** magazine.



Demographic profile

Male:	74%
Female:	26%
Married:	82%
Average age:	58
Any college:	90%
Graduated college+:	75%
Average HHI:	\$100,000
Average net worth:	\$660,000

*27% of **KIWANIS** readers hold the position of president/CEO or partner.*

*20% of **KIWANIS** readers have a net worth in excess of \$1,000,000.*

Source: Mediamark Research Inc. (MRI)

Editorial profile

KIWANIS magazine serves the communication needs of Kiwanis International and its clubs and members. Each issue of **KIWANIS** delivers news, activities, and policy issues affecting membership and involvement with Kiwanis.

Circulation: 174,000
 Frequency: Six times annually
 Annual Subscription Price: \$8
 Annual Renewal Rate: 82%

Display Advertising

(Gross rates)

Full page	\$6,100
2/3 page	\$5,200
1/2 page	\$4,600
1/3 page	\$3,100
1/6 page	\$1,800

Special Position: 15%

Insert - Supplied BRC - \$4,600

Frequency Discount

3x 10%

6x 15%

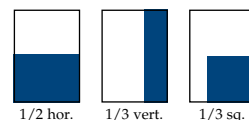
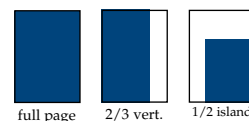
Closing Dates Space Material

February 2011	12/10/2010.....	12/17/2010
April 2011	2/10/2011	2/17/2011
June 2011	4/08/2011	4/15/2011
August 2011	6/10/2011	6/17/2011
October 2011	8/10/2011	8/17/2011
December 2011	10/10/2011.....	10/17/2011

Mailing dates are the week preceding the cover date.

Dimensions

Page non-bleed.....	7.25 x 10
Page bleed*.....	8.25x 11.125
2/3 vertical.....	4.486 x 10
1/2 island.....	4.486 x 7.15
1/2 horizontal.....	7.25 x 4.75
1/3 vertical.....	2.162 x 10
1/3 square.....	4.625 x 4.75
1/6 vertical.....	2.162 x 4.75



*Live area not to exceed 7.5 x 10.25

DIGITAL AD SPECIFICATIONS

TRIM SIZE 8 X 10 7/8 – SADDLE STITCHED
 MEDIA (Formatted for Macintosh)
 Zip disk (100MB and 250 MB), CD-ROM

MACINTOSH SUPPORTED SOFTWARE

QuarkXpress 4.1
 Adobe Photoshop 6.0 (Photos only)
 Adobe Illustrator 10
 Adobe InDesign 2.0
 Adobe pdf with embedded fonts

FILES

All elements and fonts must be included with file
 Hi resolution 300 dpi
 Save as CMYK; eps, jpeg or tif
 PDF and TIFF files are accepted

PROOF

All ads require a proof.
 Color ads require a color visual
 Kodak digital proofs, Iris, Rainbows, Color laser
 (minimum for color ad)

FONTS

Use Postscript Type 1 fonts
 Include screen & printer fonts and those used in eps files
 Use real typeface, DO NOT use application to apply
 styles (i.e., Bold, Italic, Outline, Shadow, Underline).

E-MAIL AND MAIL DELIVER

E-mail ads to
kstephenson@kiwanis.org

Mail CD ROM, Zip Disk and
 laser of b&w and color samples to:

Kiwanis-ADVERTISING
 3636 Woodview Trace
 Indianapolis IN 46268
 Telephone: (317) 217-6261

IMPORTANT INFORMATION

- Cancellations of agreements/insertion orders will not be accepted less than 30 days prior to the space closing date.
- Ads not conforming to correct sizes will be adjusted at Kiwanis' discretion.
- Extra charges may apply if materials are not received in conformity to current digital ad specifications.
- Unless specifically requested, CDs and Zip Disks will not be returned.
- Advertisements that resemble editorial pages will be labeled "Advertisement" by publisher.



Advertising Agreement/Insertion Order

Advertiser:	Ad Agency:
Contact Name:	Contact Name:
Job title:	Job title:
Telephone:	Telephone:
Fax:	Fax:
E-mail:	E-mail:
Address:	Address:
City/State/Postal code:	City/State/Postal code:

ISSUE MONTH/YEAR	SIZE	COLOR (4c, 2c, b&w)	RATE
February 2011			
April 2011			
June 2011			
August 2011			
October 2011			
December 2011			

Special instructions:

ADVERTISER / AGENCY AUTHORIZATION

Name: _____
 Job title: _____
 Signature: _____
 Date: _____

PUBLISHER'S ACCEPTANCE

Name: _____
 Job title: _____
 Signature: _____
 Date: _____

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